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1. Method for providing a surface of an article with a decoration or text, characterized in that at least a region-wise optically modified cholesteric liquid crystalline layer is transferred onto the surface of the article in a transfer operation.

- 2. Method as claimed in Claim 1, in which the liquid crystal layer is transferred by means of a transfer foil which includes a carrier and the cholesteric liquid crystalline layer.
  - 3. Method as claimed in Claim 2, in which the cholesteric liquid cristalline layer is releasably disposed on the carrier.
  - 4. Method as claimed in Claim 1, in which the cholesteric layer has a cholesteric reflection band which has been region-wise modified.
  - 5. Method as claimed in Claim 3 in which the region-wise modification of the cholesteric reflection band has been carried out by exposure to UV radiation.
  - 6. Method as claimed in Claim 4, in which the region-wise modification of the cholesteric reflection band has been followed by a curing treatment of the cholesteric layer.
  - 7. Method as claimed in Claim 2, in which the transfer foil is arranged into an injection mold which has the form of the article and that a polymer melt is injected into the mold at elevated temperature.
- 8. A method as claimed in Claim 7, in which the transfer foil comprises a carrier foil on a surface of which are arranged a release layer, the cholesteric liquid crystalline layer, and an adhesive layer.

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- 9. A method as claimed in Claim 1, in which the decoration is a holographic image.
- 10. An article having transferred onto a surface of it a region-wise optically modified cholesteric liquid crystalline layer.
  - 11. An article as claimed in Claim 10, characterized in that the layer comprises an holographic image.
- 10 12. A method as claimed in Claim 1, in which the material of the layer cholesteric liquid cristalline is oriented in such a way that the axis of the molecular helix of the cholesterically ordered material extends transversely to the layer, wherein the method comprises the steps of:
  - a) providing a layer of a cholesterically ordered material comprising a quantity of a convertible compound which in its non-converted and in its converted state determines the pitch of the cholesterically ordered material to a different extent, in which the conversion of said compound may be induced by radiation,
  - b) irradiating the layer in accordance with a desired pattern so that at least a part of the convertible compound in the irradiated parts of the layer is converted,
  - c) polymerizing and/or crosslinking the cholesterically ordered material to form a three-dimensional polymer.
- 13. A method as claimed in Claim 12, characterized in that irradiation in accordance with step b is performed such that the irradiation dose is different for at least two different areas of the layer.